

Notice of Allowability	Application No.	Applicant(s)	
	09/487,392	LOPEZ JR., LEONARD H.	
	Examiner	Art Unit	
	James H. Zurita	3625	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTO-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. This communication is responsive to 16 March 2006.
2. The allowed claim(s) is/are 1,9,10,13-14, 16-21,24,25,29 and 30.
3. Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) All
 - b) Some*
 - c) None
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - (a) including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) hereto or 2) to Paper No./Mail Date _____.
 - (b) including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. Notice of References Cited (PTO-892)
2. Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. Information Disclosure Statements (PTO-1449 or PTO/SB/08),
Paper No./Mail Date _____
4. Examiner's Comment Regarding Requirement for Deposit
of Biological Material
5. Notice of Informal Patent Application (PTO-152)
6. Interview Summary (PTO-413),
Paper No./Mail Date 20060509.
7. Examiner's Amendment/Comment
8. Examiner's Statement of Reasons for Allowance
9. Other _____.

DETAILED ACTION

Examiner's Amendment

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Mr. Charles Hanor on 3 May 2006.

In the Claims

Amend **claim 1** as follows:

Claim 1. (previously presented): A method for fulfillment of institutional business card and stationery product orders, said method comprising the steps of:

defining a plurality of company-tailored prototypical product records wherein each prototypical product record comprises a template to define the placement and typography of a plurality of informational elements for printing on a company-tailored business card or stationery product and wherein the template comprises tracking, kerning, text adjustment, and graphics placement information;

generating a list of fields associated with each prototypical product record wherein the list of fields is adapted to be filled with content defined by a plurality of company-tailored predeterminable profiles;

implementing a database to collect and store data according to said field list;

~~providing a requestor interface for entry of a distributed user's print order, said requestor interface being adapted to allow the user to select and order a company-tailored business card or stationery product to be printed according to the company-tailored prototypical product record and a predetermined profile defining content for one or more of the informational elements provided by the template; and~~

providing a requestor interface for entry of a distributed user's print order,
operating said requestor interface to present said user with selectable options
including:

an option to allow the user to select and order a company-tailored business card or stationery product to be printed according to the company-tailored prototypical product record and a predetermined profile defining content for one or more of the informational elements provided by the template; and

processing the user's print order through a processor interface, said processor interface being adapted to directly generate a pre-press product automatically incorporating said company-tailored predetermined profile into said tailored product.

Amend **claim 21** as follows:

Claim 21. (previously presented): A method for fulfillment of institutional business card and stationery product orders, the method comprising the steps of providing a set of printable stationery products;

customizing templates for a business organization to correspond with each stationery product in the set, wherein the template defines a plurality of common and specific informational elements for printing on the stationery product, wherein one of the common informational elements comprises a graphical representation of a business organization logo and wherein the template also defines the placement and typographical settings of the informational elements to be printed on the stationery product;

providing predefined informational content for the common informational elements of the customized templates, including for at least one of the common informational elements informational content that identifies a specific organization;

~~providing a requestor interface for entry of a print order by a user associated with that organization, the requestor interface being adapted to enable the user to select a stationery product from the set of printable stationery products, the requestor interface being further adapted to enable the user to define or select a profile comprising informational content for the specific informational elements of the customized templates but which does not enable the user to define or modify the organization-identifying informational content to be printed on the stationery; and~~

providing a requestor interface for entry of a print order by a user associated with that organization, wherein said requestor interface prevents the user from defining or modifying the organization-identifying informational content;

operating said requestor interface to present said user with selectable options including:

an option to select a stationery product from the set of printable stationery products,
an option to define or select a profile comprising informational content for the specific informational elements of the customized templates; and
in response to the print order, automatically generating a pre-press product incorporating both the predefined informational content for the common informational elements of the customized templates and the informational content from the user-defined or user-selected profile.

Amend **claim 25** as follows:

Claim 25 (previously presented): A method for automated print order processing to be performed using computer hardware and software, such method comprising the steps of:

providing a set of printable products to different levels of personnel of an institutional customer;
customizing templates to correspond with each printable product in the set, wherein the template defines the placement and typographical settings of a plurality of informational elements to be printed on the printable product, thereby facilitating the provision of institutionally-tailored products that have a consistent appearance to said personnel of that institutional customer;

creating predefined user profiles for one or more of said personnel of said institutional customer, said profiles containing or referencing user-indicative and institution-indicative content for the informational elements of the customized templates;

~~providing an internet-accessible requestor interface for entry of a print order by a user who is one of said personnel of said institutional customer, the requestor interface being adapted to enable the user to:~~

~~log on through a security protocol that identifies the user and a predefined user profile associated with the user;~~

~~update his or her predefined user profile;~~

~~select a printable product from said set of printable products; and~~

~~submit a print order for the selected printable product;~~

~~wherein the requestor interface does not enable the user to modify the typography of any information to be printed on the business card or stationery product;~~

providing an internet-accessible requestor interface for entry of a print order by a user who is one of said personnel of said institutional customer, wherein the internet-accessible requestor interface prevents the user from modifying the typography of any information to be printed on the business card or stationery product;

operating said internet-accessible requestor interface to present said user with selectable options including:

an option to log on through a security protocol that identifies the user and a predefined user profile associated with the user;

an option to update his or her predefined user profile;

an option to select a printable product from said set of printable products;
and
an option to submit a print order for the selected printable product;
in response to the print order, automatically generating a pre-press product incorporating the user-indicative and institution-indicative content from the predefined user profile associated with said user into the selected print product in accordance with the placement and typographical settings defined in the corresponding print product template; and

providing an internet-accessible purchaser interface that allows an institutional representative to specify and modify the institution-indicative content contained or referenced by said predefined user profiles and that allows an authorized purchasing agent for the institution to cancel approve and modify print orders submitted by a user of said requestor interface.

Allowable Subject Matter

Claims 1, 9-10, 13-14, 16-21, 24-25, 29-30 are allowed.

The following is an examiner's statement of reasons for allowance for independent claims 1, 21 and 25.

Reasons for Allowance

Applicant's remarks in his submission of 8 March 2006 are commensurate with both the original disclosure and the claims as amended.

New searches were carried out based on amended claim language.

Claim 1

Regarding claim 1: Additional searches show that the prior art of record neither anticipates nor fairly and reasonably teaches the combination of steps of claim 1, including:

defining a plurality of company-tailored prototypical product records wherein each prototypical product record comprises a template to define the placement and typography of a plurality of informational elements for printing on a company-tailored business card or stationery product and wherein the template comprises tracking, kerning, text adjustment, and graphics placement information;

generating a list of fields associated with each prototypical product record wherein the list of fields is adapted to be filled with content defined by a plurality of company-tailored predetermined profiles;....

providing a requestor interface for entry of a distributed user's print order, operating said requestor interface to present said user with selectable options including:

an option to allow the user to select and order a company-tailored business card or stationery product to be printed according to the company-tailored prototypical product record and a predetermined profile defining content for one or more of the informational elements provided by the template; and

processing the user's print order through a processor interface, said processor interface being adapted to generate a pre-press product automatically incorporating said company-tailored predetermined profile into said tailored product.

Concerning claim 1, the Examiner notes that the specification, page 9, lines 19 through page 10, line 11, describes the process of generating templates and company prototypical records corresponding to database fields.

Claim 21

Regarding claim 21: Additional searches show that the prior art of record neither anticipates nor fairly and reasonably teaches the combination of steps of claim 21, including:

customizing templates for a business organization to correspond with each stationery product in the set, wherein the template defines a plurality of common and specific informational elements for printing on the stationery product, wherein one of the common informational elements comprises a graphical representation of a business organization logo and wherein the template also defines the placement and typographical settings of the informational elements to be printed on the stationery product;

providing predefined informational content for the common informational elements of the customized templates, including for at least one of the common informational elements informational content that identifies a specific organization;

providing a requestor interface for entry of a print order by a user associated with that organization, wherein said requestor interface prevents the user from defining or modifying the organization-identifying informational content; operating said requestor interface to present said user with selectable options including: an option to select a stationery product from the set of printable stationery products, an option to define or select a profile comprising informational content for the specific informational elements of the customized templates; ...

The Examiner notes that the specification, page 12, line 22-page 13, line 18, describes the process of providing a requestor interface for entry of a print order by a user associated with that organization, wherein said requestor interface prevents the user from defining or modifying the organization-identifying informational content; operating said requestor interface to present said user with selectable options including: an option to select a stationery product from the set of printable stationery products, an option to define or select a profile comprising informational content for the specific informational elements of the customized templates.

Claim 25

Regarding claim 25: Additional searches show that the prior art of record neither anticipates nor fairly and reasonably teaches the combination of steps of claim 25, including:

providing an internet-accessible requestor interface for entry of a print order by a user who is one of said personnel of said institutional customer, wherein the internet-

accessible requestor interface prevents the user from modifying the typography of any information to be printed on the business card or stationery product;

operating said internet-accessible requestor interface to present said user with selectable options including:

an option to log on through a security protocol that identifies the user and a predefined user profile associated with the user;

an option to update his or her predefined user profile;

an option to select a printable product from said set of printable products;

an option to submit a print order for the selected printable product;

in response to the print order, automatically generating a pre-press product incorporating the user-indicative and institution-indicative content from the predefined user profile associated with said user into the selected print product in accordance with the placement and typographical settings defined in the corresponding print product template; and

providing an internet-accessible purchaser interface that allows an institutional representative to specify and modify the institution-indicative content contained or referenced by said predefined user profiles and that allows an authorized purchasing agent for the institution to cancel approve and modify print orders submitted by a user of said requestor interface.

The Examiner notes that the specification, page 14, lines 10-page 15, line 7, describes the process of providing an internet-accessible purchaser interface that allows an institutional representative to specify and modify the institution-indicative

content contained or referenced by said predefined user profiles and that allows an authorized purchasing agent for the institution to cancel approve and modify print orders submitted by a user of said requestor interface.

For Claims 1, 21 and 25

The closest US Patents is US 6,473,760, issued on 29 October 2002 to Klatt et al. and assigned to ImageX.Inc. However, Klatt does not disclose the detail and combination of steps recited in each of the allowed claims.

The closest foreign patent is WO 00/26810, published on 11 May 2000, assigned to KINKO'S. However, WO 00/26810 does not disclose the detail and combination of steps recited in each of the allowed claims.

The closest non-patent literature reference are disclosed in a printout of screens from the Seybold Conference, Boston 1999, which provides a general direction of the Internet print industry. At that conference, "The Business Printing Industry" was presented on 1 March 1999 at the Seybold Conference, Boston/1999 by Eric Bean, of ImageX.com, the assignee of various patens cited as prior art.

However, the materials do not disclose specific limitations such as defining a plurality of company-tailored prototypical product records wherein each prototypical product record comprises a template to define the placement and typography of a plurality of informational elements for printing on a company-tailored business card or stationery product and wherein the template comprises tracking, kerning, text adjustment, and graphics placement information.

Conclusion

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statements for Reasons for Allowance."

Any inquiry concerning this communication or earlier communications from the examiner should be directed to James H. Zurita whose telephone number is 571-272-6766. The examiner can normally be reached on 8a-5pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Wynn Coggins can be reached on 571-272-7159. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

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10 May 2006

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